

## proteus FAQs

### **How do I know if I'm a good candidate for Proteus?**

You're a particularly good candidate if any one of the following is true:

- You spend more than two hours creating the dummy, or map, for each issue.
- You have a significant number of advertisers, many asking for special positions.
- You could use some help identifying potential in-line color conflicts.
- You publish multiple editions, and placing regional elements is a challenge.
- You go through one or more revisions after completing your dummy.

### **Can we install Proteus on as many workstations as we want to?**

Absolutely—as many as your workflow dictates.

### **Will Proteus help me position inserts accurately?**

Yes. Proteus uses the binding method you've selected to determine valid "drop locations," and won't let you position the insert anywhere else.

### **Is there any connection between Proteus and QuarkXPress or InDesign?**

Yes! Just select the desired pages and export the page geometry to Adobe InDesign or to Quark XPress (Mac only). And if you've attached .txt files or PDF or EPS images to your dummy, they'll be placed automatically during the export process.

### **Does Proteus track the financial side of advertising?**

Although it's not meant to take the place of a true ad-booking system, Proteus will track gross and net revenues, as well as production charges, issue by issue.

### **Can I import—rather than re-key—data from other applications?**

While several advertising databases—including AdMate, DataTrax and SmartPublisher—feature standardized reporting to enable integration with Proteus, those using another database application will need to develop a carefully written export script, or data map. Although it's not possible to import data from Excel or Word, you can export from Proteus *into* these programs.

### **Is it hard to learn?**

Not at all. Most users are very comfortable by the end of the two- or three-day training program, which incorporates the setup of a live issue.

### **How much does it cost?**

Nothing! We provide the software, on-site installation and training, and ongoing support at no charge to our contract clients.

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